

Vel'OH!: successful launch of the new service with more than 1,000 rentals in the space of 5 days

Out of Home Media

Algeria
Argentina
Australia
Austria
Belgium
Bosnia
Brazil
Bulgaria
Canada
Chile
China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
Germany
Greece
Hungary
Iceland
India
Ireland
Italy
Japan
Kazakhstan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
Montenegro
Norway
Oman
Poland
Portugal
Qatar
Romania
Russia
Serbia
Singapore
Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
The Netherlands
Turkey
Ukraine
United Kingdom
United States
Uruguay
Uzbekistan

Paris, March 27, 2008 - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, No.2 worldwide in this industry, and No.1 in self-service bicycle hire, announces that Vel'OH! (the self-service bicycle hire scheme adopted by the City of Luxembourg) was officially launched on Friday, March 21 by Mr. Helminger, the Mayor of Luxembourg, and Mr. Bausch, the Deputy Mayor, in the presence of Claude Wiseler, Minister of Civil Engineering and the Civil Service. The new scheme has attracted outstanding public interest with more than 1,000 individual rentals in just 5 days... despite the wintry weather conditions (snow storm). More than 500 annual subscriptions and 300 short-term subscriptions have already been taken out.

Vel'OH! – a service based on a network of 25 docking stations and 250 bicycles – opened to the public on March 21. Vel'OH! will allow users of the service to take full advantage of the dedicated lanes reserved for cyclists created in the city.

The launch of Vélo'v in Lyon in 2005 marked the beginning of JCDecaux's successful development of the bicycle hire concept in France. Today, 15 cities (a total of 30 million individual rentals) benefit from JCDecaux's innovative service including: Vienna (Austria), Cordoba, Gijon and Seville (Spain), Brussels (Belgium), Paris, Marseille, Aix-en-Provence, Toulouse, Rouen, Besançon, Mulhouse, Amiens and now Luxembourg. The number is still growing, with Nantes set to launch the service in the near future. JCDecaux, the No. 1 worldwide for self-service bicycle hire, is the only operator able to offer daily, weekly or yearly subscriptions. Thanks to an exclusive electronic payment system providing easy access, and the possibility to take out a subscription at the docking stations, which considerably simplifies the bicycle rental process for customers.

Jean-Charles Decaux, co-CEO of JCDecaux, made the following statement: *"Thanks to Vel'OH!, a truly eco-friendly means of transport, JCDecaux is helping to improve the quality of life in the City of Luxembourg. With almost 1,000 rentals in the space of just 5 days, we are delighted to see that the inhabitants of Luxembourg have already adopted this new type of individual public transport."*

JCDecaux Group, key figures:

- 2007 revenues: €2,106.6m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- No.1 worldwide in street furniture (351,000 advertising panels)
- No.1 worldwide in airport advertising with 145 airports and more than 300 transport contracts in metros, buses, trains and tramways (386,000 advertising panels)
- No.1 in Europe for billboards (215,000 advertising panels)
- No.1 in outdoor advertising in China (219,000 advertising panels in 23 cities)
- No.1 worldwide for self-service bicycle hire
- 952,000 advertising panels in 54 different countries
- Present in 3,400 cities with more than 10,000 inhabitants
- 8,900 employees

Communications Department

Press Relations
Agathe Albertini
Tel: +33 (0)1 30 79 34 99
Fax: +33 (0)1 30 79 75 39
agathe.albertini@jcdecaux.fr

Corporate Finance Department

Investor Relations
Alexandre Hamain
Tel: +33 (0)1 30 79 79 93
Fax: +33 (0)1 30 79 77 91
alexandre.hamain@jcdecaux.fr

JCDecaux SA

United Kingdom: 991 Great West Road, Brentford - Middlesex TW8 9DN - Tel.: +44 (0) 208 326 7777
Head Office: 17, rue Soyier - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79
www.jcdecaux.com

A public limited corporation with an Executive Board and Supervisory Board
Registered capital of 3,400,557.51 euros - # RCS: 307 570 747 Nanterre - FR 44307570747